



The Elements of Growth.

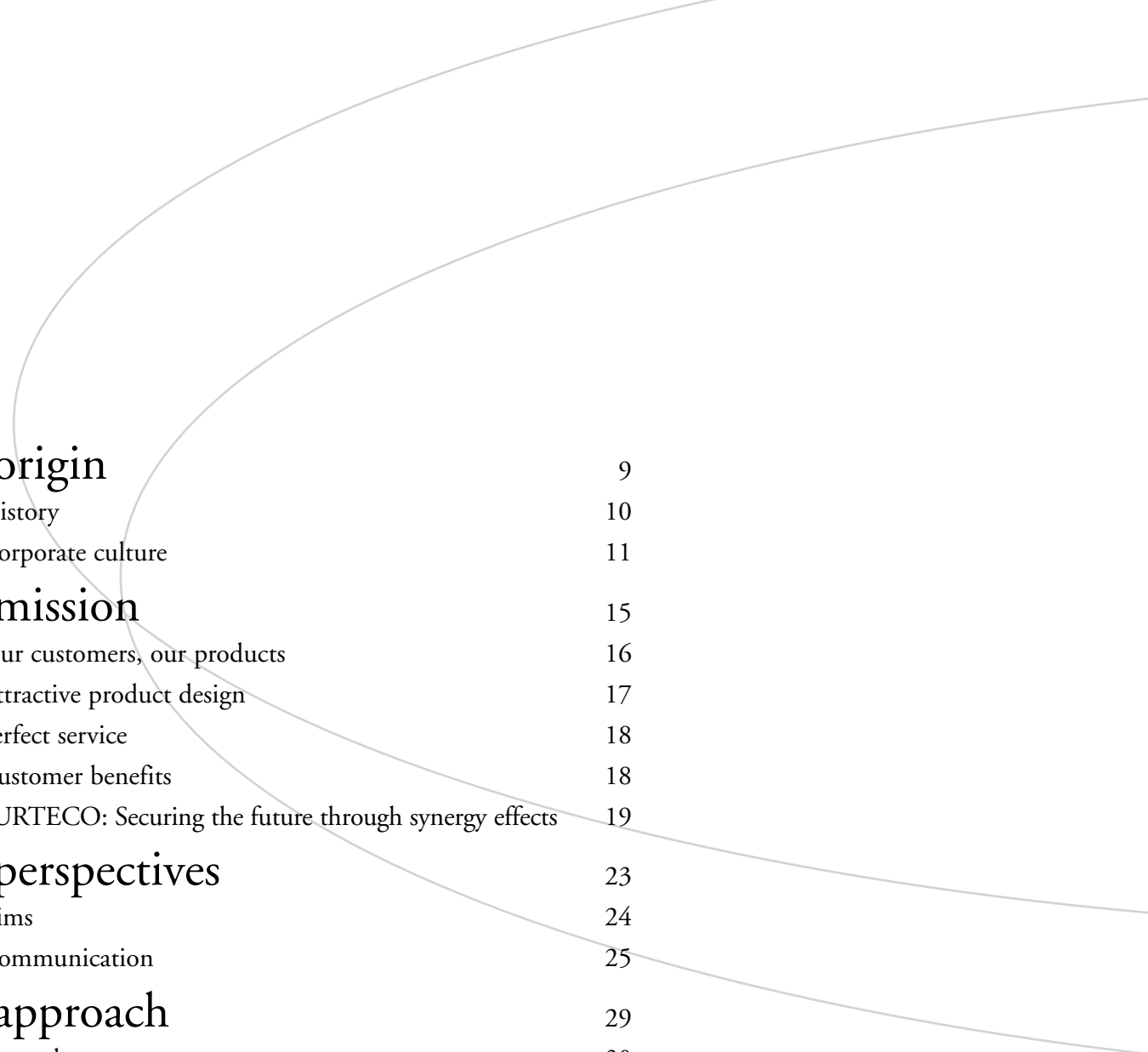
A corporate mission statement.



BauschLinnemann

A SURTECO COMPANY

Elements



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Fire



Our origin
History. Corporate culture.

Our origin History.

Prior to 1999, Bausch and Linnemann were already long-established major players in the market for paper-based furniture surfaces. Both companies could look back on an extremely successful history.

Bausch

Before Bausch moved to the Buttenwiesen-Pfaffenhofen location, there were already 100 years of experience behind the company which had originally begun as a paper factory based in Mecklenburg and later in Berlin. The successful manufacturer of surfaces and edgebandings went public in 1989 and operated under the name Bausch AG up to the fusion. In 1996 the edgebanding specialists Armabord Ltd. in Burnley, GB were integrated.

Linnemann

Robert Linnemann established his company in 1965 in Sassenberg, producing synthetic furniture surfaces and edgebandings for the furniture industry. The primer foil which he developed was initially produced as wagework and from 1969 on was manufactured in the first own impregnation line. In 1985, Linnemann purchased the small order specialists Kröning in Hüllhorst. For many years, Linnemann subsidiaries have been present around the world.

BauschLinnemann – the first step

The amalgamation of the two companies under the umbrella of a holding was the prelude to a joint future; based on a philosophy which corresponded in very many points: The central focus is, and always has been, on the customer. High product quality, short delivery times, flexibility in all matters and outstanding service were the factors responsible for the success of the respective companies.

BauschLinnemann under the auspices of SURTECO AG

Once running on parallel paths – now joined as one:

The consistent progression along this joint path has led to BauschLinnemann GmbH's appearance as *one* strong and successful company under the auspices of SURTECO since July 2004. The group of companies is creating additional synergies with efficient partners such as the decor printer Bausch Dekor and the Döllken Group, *the* specialist for thermoplastic edgebandings.





Our origin Corporate culture.

The result of consistent further development is the high-performance company we have today, with structures which have grown in a controlled and meaningful way, and in which research and development are as highly prized as service and flexibility.

We work in close and personal cooperation with our customers and react speedily – at all levels of order processing.

Our distribution network operating world-wide, and our international production locations guarantee constant security of supply and care for our customers all around the globe.

We treat the values and standards applying in the various cultures with the utmost respect – to the benefit of our customers and our partners.

Research and development as a driving force.



Earth



Our mission
Our customers, our products.
Attractive product design.
Perfect service. Customer benefits.
SURTECO: Securing the future through synergy effects.

Our mission

Our customers, our products.

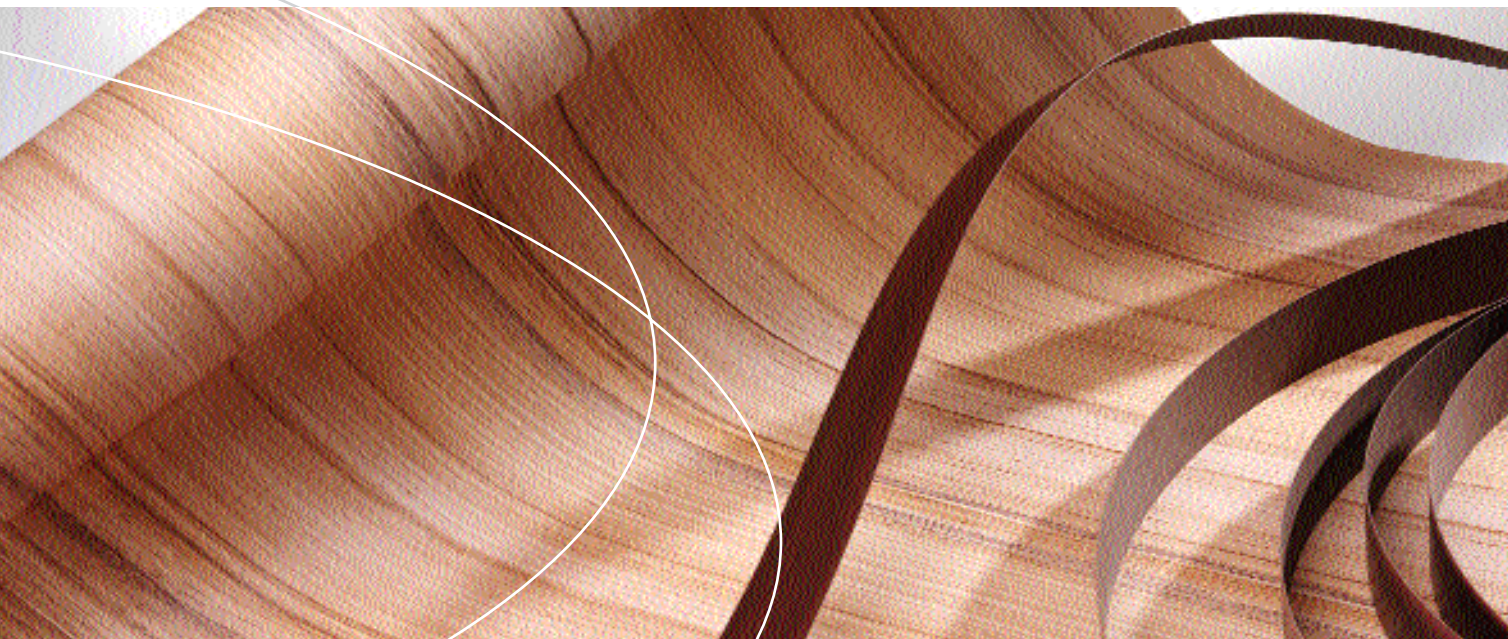
As a system supplier of paper-based furniture surfaces, we are the market leader when it comes to innovation, quality, flexibility and service – world-wide.

Our customers – furniture manufacturers, companies dealing in surface coating and profile wrapping as well as panel manufacturers, caravan producers and others – demand of us not only leading-edge quality standards but also standards tailored to their needs.

Our products are more than simply products. They are solutions which we have developed for our customers to meet their specific needs.

Our comprehensive range – TECOFOIL surface and wrapping foils, TECOLINE edgebandings and TECOTOP laminates (CPL) – guarantee matching decors on surfaces and edgebandings, CPL and finishing foil.

Technical competence is as much our distinguishing feature as know-how in design.



Individual solutions for the specific demands of our customers.



Our products are designed for flexible use...

Our mission

Attractive product design.

We meet the expectation of our customers with products of unique quality which we manufacture flexibly and at a price which represents good value for money, from small production runs to large volume orders.

We optimize the quality of our products through stable, mature production processes from colour matching to constant reproduction, through an ongoing improvement process and through constant contact to supplier alliances and machinery manufacturers.

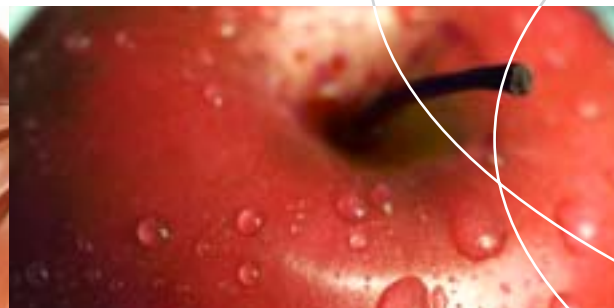
We set standards which arise directly from the requirements of our customers. The coming-on-line of new processes such as electron beam hardening help us to retain our technological lead.

We make considerable investments in the expansion of our decor and design competence and will be intensifying this involvement in future.

In this way, we guarantee our customers access to a comprehensive programme of surface versions for the most varied application purposes.

Our intense and profound knowledge of market developments renders us the ideal partner for our customers in developing specific design solutions.

...and are of a unique quality.



Our mission
Perfect service.

Comprehensive service

Already today, we guarantee customer closeness and service around the globe – with our internationally-expanded distribution network and our application technology.

We advise our customers on matters of application and production engineering, develop individual decors and products and conduct customer-specific presentations in the company's own info centre or on the customer's premises.

We define service standards for quality and delivery which we guarantee world-wide and thus constantly expand the range of our services.

Technological lead

Those who have been successfully manufacturing furniture surfaces for years, possess comprehensive technical know-how. With the support of our technology competence centre and efficient product management, our application technology solves even complicated technical problems of our customers.

This makes us a valued advisor for our customers in all matters of production engineering.

Our investments in research and development make it possible for us to optimize the manufacturing processes for our customers.

Our mission

Customer benefits.

Finish foils – paper-based decor foils and edgebandings – are a multi-functional material with an unlimited range of decors.

We have exploited the economic and ecological advantages of this material to the full. The optic and haptic experience for the consumer provided by appealing decors, various degrees of gloss or real pores contribute equally to customer satisfaction as the simplicity of processing.

Our customers profit from a complete system of surface foils, wrapping foils and edgebandings which are all perfectly coordinated. This allows them to manufacture uncomplicated and profitable products, which permit ideal marketing.





Our mission

SURTECO: Securing the future through synergy effects.

As a company in the SURTECO group, we offer our customers complete solutions from decor development to printing and on to impregnation and lacquering within an ideally-coordinated process.

We benefit in a particularly important way from the support of our partner Bausch Dekor with its distinctive design competence.

The SURTECO synergy effects result in advantages for our customers in terms of flexibility, range and value for money as well as even stronger impulses in research and development.

Our level of familiarity, our market position and the synergy effects which arise from the bundling of our expertise and the SURTECO group ensure that our customers can count on our support in the long run.

We work with our customers on a flexible and partnership-oriented basis which is usually only possible for small companies.

Air



Our perspectives
Aims. Communication.

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Our perspectives

Aims.

As the world's leading and highest-yielding manufacturer of paper-based surfaces we want to continue developing our outstanding position in terms of profitability and growth. The added value for our customer is the central focus of all our actions.

Through innovation and active portfolio management we constantly expand our range of products and services. This allows our customers to stand out against their competitors.

The high-yield development of our company guarantees that we are a long-term high-performance partner for our customers world-wide.

Through optimum deployment and promotion of our staff, we maximize qualification and motivation.





Our perspectives

Communication.

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We continue to develop our company further through intense dialogue with our customers and suppliers. We regard it as a matter of course to inform our partners actively.

Internally too, we regularly exchange experience and information across the board and without regard to hierarchical structures. In this way, products and processes can be further developed in a carefully-targeted manner.

This open dialogue creates a climate which facilitates outstanding work; as a self-learning organisation we define ever-higher standards at all locations and in each company process.

The standard for our activities always remains the same: customer satisfaction.

Water



Our approach

Our values.

A partner for our customers. Colleagues as customers.

Our environmental responsibility.

Our approach

Our values.

Eight basic principles dictate our actions and our development:

Service orientation

The goal for all our actions and our endeavours is to adapt as a system provider to the requirements of our customers – both internally and externally.

Global operations

We operate world-wide. For us this means serving international customers to the respective quality and service standards at a uniformly high level.

Individuality

Our wealth of experience and the numerous standards which we have set ourselves are the basis for solutions which are in line with market requirements. We are not product distributors but rather problem solvers for the special requirements of our customers.

Flexibility

In a constantly-changing market, we always try to foresee new situations, to adjust to them and develop creative solutions arising from them.





Quality

Notwithstanding the fact that our products and services meet the highest standards, we are still constantly striving for further improvement.

Staff promotion

Our staff are already among the best. We maintain and increase their outstanding qualifications and motivation through constant further development and training.

Innovation

We continue to actively develop our products. Beyond our day-to-day business, we present innovative ideas and concepts which bring forth visions for our customers – both in engineering and design.

Social responsibility

Everything we do is done with the greatest possible awareness of the interests of our shareholders and also the environment, natural resources and society. We adhere to an internationally accepted code of values and fulfill our social responsibility towards staff and the environment.

Our approach

A partner for our customers.

The partnership-based co-operation with our customers is marked by reliability, flexibility and transparency.

Our main priority is to win the customer's confidence.

We deliver in the agreed quality and quantity, at the arranged time and to the stipulated price.

We only take on orders which we know we can meet.

Our customers can rely on fast reaction times from drawing up an offer to dealing with complaints. Individual solutions for customer problems in engineering or design are supplied as quickly as possible.

We behave openly in dealing with our customers, actively informing them of innovations and alterations.

This gives rise to a trust-promoting dialogue in which customer requirements are placed firmly in the foreground.



Our approach

Colleagues as customers.

The standards which we apply in dialogue with our customers also apply in our dealings with one another.

As a self-learning organisation, speed, service-orientation and flexibility are our top priority.

Our organisation is oriented towards efficient business processes and is constantly optimised through the application of best practice standards.

Tasks lying in render and preponder – each staff member is also his colleague's customer. Here too the service concept remains in the foreground.

Non-hierarchical, fast-track official channels and clearly-defined room to manoeuvre ensure the speediest problem-solving.

Even a company with a flat hierarchy and unbureaucratic co-operation requires clear management principles.

We go for an interplay of clear specifications and the greatest possible cooperation and motivation.

We promote motivation through the development of common goals and task specifications and through a constant process of human resource development in the form of training and further qualification measures.

Our approach

Our environmental responsibility.

We take a very serious approach to something which is only realized in theory in many organisations – and provide the proof. Ecological resources are used as sparingly as possible and global standards are applied to production, meeting and often exceeding the stipulations of the environmental authorities. Our water-based resins and lacquers as well as paper bleached without the use of chlorine make as active a contribution to environmental protection as, for example, the use of bio waste air filter systems at both German production sites.





Our vision:
We redefine the field of surface covering.

Our innovative strength in both engineering and decor is setting standards – not only in the furniture industry.

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